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ABSTRACT

This bibliography lists 285 books and articles from the past 20 years which researchers or scholars interested in men's studies can use to investigate the portrayal of men or masculinity in the media. Many of the studies listed in this bibliography were clearly conceived as research on women rather than men, but offer insights into masculinity as well. Other studies in the bibliography examine the media's relationship to areas of special concern to men's studies: pornography, homosexuality, sports, military service, and fatherhood. In addition, many publications in feminist film theory are listed, since they offer insights into men as "spectators" and, in a few cases, as "the watched." The entire bibliography is arranged alphabetically by author's name. (PRA)

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Images of Men and Masculinity in the Mass Media:

A Selected Research Bibliography

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This compilation is a result of my own interest in men's studies and especially in the portrayal of men in the media. However, many of the sources listed here were brought to my attention through the work of my colleagues. Special thanks go to Diane Barthel, Venise Berry, David Croteau, Stan Denski, Ralph Donald, Fred Fejes, Robert Hanke, Jeff Hearn, William Hoynes, Sue Curry Jansen, Antonio Melechi, Norma Pecora, Don Sabo, Diana Saco, David Sholle, Lynn Spangler, Clay Steinman, Lance Strate.

INTRODUCTION

Although a good deal of scholarly work on women and the mass media has been published, little has been written on men. Many feminists, of course, would challenge this statement, arguing that everything not written on women has been, in effect, about men. Yet feminist theory has brought us to a far better understanding of the social construction of gender and a number of scholars across several disciplines have begun to investigate, as Michael Kimmel has put it, "men as men" (1987, p. 11). What is it that makes men the way they are? What social forces in men's lives define "masculinity"? How do men learn to relate to other men, to women, and to children? How can men resist the debilitating effects of a patriarchal system that places them in roles of domination?

"Men's studies" seeks to examine such questions through the application of feminist and other social theories. A number of good anthologies have been published which demonstrate the range of current research. The following three will provide a good introduction:

Brod, H. (Ed.). (1987). *The making of masculinities: The new men's studies.* Boston: Allen & Unwin.

Hearn, J., & Morgan, D. (Eds.). (1990). *Men, masculinities & social theory.* Boston: Unwin Hyman.

Kimmel, M. (Ed.). (1987). *Changing men: New directions in research on men and masculinity.* Newbury Park, CA: Sage.

But despite the growing body of literature in men's studies, only scattered articles have been published specifically examining men and the media (the sole exception is the complier's recently completed anthology *Men, Masculinity, and the Media* (1992, Sage)). The following bibliography is an attempt to bring such work together in a form that will be useful for future researchers.

The publications listed in this bibliography are from disparate sources and disciplines, and no attempt has been made to distinguish between "quantitative" and "qualitative" methodologies. In an effort to restrict it's length, however, the list has been restricted to those sources the compiler considers "scholarly" rather than "popular." This is not to say that researchers will not find much useful information in the popular and trade press, especially on such topics as men and advertising. For example, a recent trade publication article was titled "Creating the New Man, Circa 1990: Advertising Defines and Refines the Male Image" (*Adweek* Eastern Edition, March 12, 1990, pp. 36-37). Scholars can easily locate such articles in the popular press through the use of *Info-Trac* or other computer-based periodical indexes.

One of the most challenging tasks in compiling a bibliography is defining the limits of the topic, and this has proven especially difficult in the present case. A wealth of information with potential value to researchers exists in related areas such as feminist theory, sex role research, and gay and lesbian

studies. Rather than include these works in this bibliography, the following list of bibliographies of related work may prove useful:

August, E. (1985). *Men's studies: A selected and annotated interdisciplinary bibliography.* Littleton CO: Libraries Unlimited.

Astin, H., Parelman, A. & Fisher, A. (Comps.). (1975). *Sex roles: A research bibliography.* Washington, DC: Center for Human Services, & Rockville, MD: National Institute of Mental Health.

Curley, Stephen J., & Wetta, Frank J. (1990). War film bibliography. *Journal of Popular Film and Television, 18*(2), 72.

Fejes, Fred J. (1991). Gays, lesbians, and the media: A selected bibliography. *Journal of Homosexuality, 21*(1/2), 261-277.

Friedman, L. J. (1977). *Sex Role Stereotyping in the Mass Media: An Annotated Bibliography.* NY: Garland.

Grady, Kathleen E. (1979). *The male sex role: A selected and annotated bibliography.* Rockville, MD: HEW; PHS; NIH; NIMH.

Kear, L. (1985, September). *Television and sex roles: A selected annotated bibliography.* Unpublished Manuscript. (ERIC Document Reproduction Service No. ED 262 444)

Nadler, L., Nadler, M. & Todd-Mancillas, W. (Eds.). (1987). *Advances in gender and communication research.* Lanham MD: University Press of America.

National Institute of Mental Health. (1982). *Television and behavior: Ten years of scientific progress and implications for the eighties,* Volumes 1 & 2 (DHHS Publication Nos. ADM 82-1195 & ADM 82-1196). Washington, DC: U.S. Government Printing Office.

Parker, William. (Comp.). (1971). *Homosexuality: A selective bibliography of over 3,000 items.* Also (1977), *Homosexuality bibliography: Supplement, 1970-1975,* and (1985), *Homosexuality bibliography: Supplement, 1976-1982.* All Metuchen NJ: Scarecrow.

Stineman, E. (Comp.), with Loeb, C. (1979). *Women's studies: A recommended core bibliography.* Littleton, CO: Libraries Unlimited.

As might be expected in a relatively new area such as men's studies, relatively few works have been uncovered which specifically investigate portrayal of men or masculinity in the media. Fewer still have a basis in men's studies or feminist theory. In fact, many of the studies listed here were clearly conceived as research on women rather than men, but offer insights into masculinity as well. Others examine the media's relationship to areas of special concern to men's studies: pornography, homosexuality, sports, military service, and fatherhood. The large body of work in feminist film theory offers insights into men as "spectators" and, in a few cases, as "the watched," and many of these publications are listed here.

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Adams, Parveen. (1988). Per os(cilliation). *Camera Obscura, 17*, 7-29.

Altman, Karen E. (1989). Television as gendered technology: Advertising the American television set. *Journal of Popular Film and Television, 17*(2), 46.

Alvarez, Mildred M., Huston, Aletha C., & Wright, John C. (1988). Gender differences in visual attention to television form and content. *Journal of Applied Developmental Psychology, 9*(4), 459.

Andsager, Julie L. (1990). Perceptions of credibility of male and female syndicated political columnists. *Journalism Quarterly, 67*(3), 485.

Ardolino, Frank. (1990). Ceremonies of innocence and experience in *Bull Durham, Field of Dreams*, and *Eight Men Out. Journal of Popular Film & Television, 18*(2), 43.

Attig, R. Brian. (1991). The gay voice in popular music: A social value model analysis of "Don't Leave Me This Way." *Journal of Homosexuality, 21*(1/2), 185.

Auster, A. & Quart, L. (1988). *How the war was remembered: Hollywood and Vietnam.* New York: Praeger.

B

Balfour, Ian. (1989). The playhouse of the signifier. *Camera Obscura, 17*, 155-167.

Barcus, F. Earle. (1986). *Images of Life on Children's Television: Sex Roles, Minorities and Families.* New York: Praeger.

Bardwick, J. & Schumann, S. (1967). Portrait of American men and women in TV commercials. *Psychology, 4*, 19.

Barrett, M. (1985). Ideology and the cultural production of gender. In J. Newton & D. Rosenfelt (Eds.), *Feminist criticism and social change.* New York: Methuen.

Barthel, Diane. (1988). *Putting on appearances: Gender and advertising.* Philadelphia: Temple University.

Barthel, Diane. (1992). When men put on appearances: Advertising and the social construction of masculinity. In Steve Craig (Ed.), *Men, Masculinity, and the Media.* Newbury Park, CA: Sage.

Bellizzi, Joseph A., & Milner, Laura. (1991). Gender positioning of a traditionally male dominant product. *Journal of Advertising Research, 31*(3), 72.

Bennett, T. & Woollacott, J. (1987). *Bond and beyond.* New York: Methuen.

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Berger, J. (1972). *Ways of seeing.* New York: Viking Press.

Bergstrom, Janet, & Doane, Mary Ann. (1989). The female spectator: Contexts and directions. *Camera Obscura, 20/21,* 5-27. (See also the remainder of this special issue on "The Spectatrix.")

Berry, Venise T. (1992). From *Good Times* to *The Cosby Show*: Perceptions of changing televised images among Black fathers and sons. In Steve Craig (Ed.), *Men, Masculinity, and the Media.* Newbury Park, CA: Sage.

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Bianchi, E. C. (1980). The super-bowl culture of male violence. In D. Sabo, Jr. & R. Runfola (Eds.), *Jock: Sports and male identity* (pp. 117-130). Englewood Cliffs, NJ: Prentice-Hall.

Borisoff, D. & Merrill, L. (1985). *The power to communicate: Gender differences as barriers.* Prospect Heights, IL: Waveland Press.

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Brod, Harry. (1990). Pornography and the alienation of male sexuality. In Jeff Hearn & David Morgan (Eds.), *Men, Masculinities, & Social Theory* (pp. 124-139). Boston: Unwin Hyman.

Brown, Jane D., & Schulze, Laurie. (1990). The effects of race, gender, and fandom on audience interpretations of Madonna's music videos. *Journal of Communication, 40*(2), 88-91.

Brown, Jane D., & Newcomer, Susan F. (1991). Television viewing and adolescents' sexual behavior. *Journal of Homosexuality, 21*(1/2), 77.

Brownlow, Sheila, & Zebrowitz, Leslie A. (1990). Facial appearance, gender, and credibility in television commercials. *Journal of Nonverbal Behavior, 14*(1), 51.

Brummett, Barry. (1988). The homology hypothesis: Pornography on the VCR. *Critical Studies in Mass Communication, 5*(3), 202.

Bryant, Jennings. (1989). Viewers' enjoyment of televised sports violence. In Lawrence A. Wenner (Ed.), *Media, Sports, & Society* (pp. 270-289). Newbury Park, CA: Sage.

Budra, Paul. (1990). Rambo in the garden: The POW film as pastoral. *Literature Film Quarterly, 18*(3), 188.

Buerkel-Rothfuss, N. & Strouse, J. (1989, November). *Late adolescents' media exposure and perceptions of sexual behaviors: The cultivation hypothesis moves to the bedroom.* Paper presented at a meeting of the Speech Communication Association, San Francisco, CA.

Bukatman, Scott. (1989). Paralysis in motion. Jerry Lewis's life as a man. *Camera Obscura, 17,* 195-205.

Burkhart, Ford N., & Sigelman, Carol K. (1990). Byline bias? Effects of gender on news article evaluations. *Journalism Quarterly, 67*(3), 492.

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Cantor, Muriel G. (1990). Prime time fathers: A study in continuity and change. *Critical Studies in Mass Communication, 7*(3), 275.

Childers, K. & Brown, J. (1989, August). *Television viewing and adolescents beliefs about male-female relationships.* A paper presented at a meeting of the Association for Education in Journalism and Mass Communication, Washington, DC.

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Cowan, Gloria. (1990). Gender and survival vs. death in slasher films: A content analysis. *Sex Roles, 23*(3/4), 187.

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Craig, R. Stephen. (1991). *A content analysis comparing gender images in network television commercials aired in daytime, evening, and weekend telecasts.* Orono: University of Maine, Department of Journalism & Mass Communication. (ERIC Document Reproduction Service No. ED 329 217)

Craig, R. Stephen. (1991, April). *Men's men and women's women: How TV commercials portray gender to different audiences.* Paper presented at the conference of the Western Social Science Association, Reno, NV.

Craig, Steve. (Ed.). (1992). *Men, Masculinity, and the Media.* Newbury Park, CA: Sage.

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Deming, Caren J., & Jenkins, Mercilee M. (1991). Bar talk: Gender discourse in *Cheers.* In Vande Berg, L. R., & Wenner, L. A. (Eds.), *Television Criticism: Approaches and Applications* (pp. 47-57). New York: Longman.

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Eisenstock, B. (1984). Sex-role differences in children's identification with counterstereotypical televised portrayals. *Sex Roles, 10*, 417-430.

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Fejes, Fred J. (1992). Masculinity as fact: A review of empirical mass communication research on masculinity. In Steve Craig (Ed.), *Men, Masculinity, and the Media.* Newbury Park, CA: Sage.

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Fisher, Glenn. (1989). Mass media effects on sex role attitudes of incarcerated men. *Sex Roles, 20*(3/4), 191.

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Flinn, Carol. (1990). Male nostalgia and Hollywood film music: The terror of the feminine. *Canadian University Music Review, 10*(2), 19.

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Furnham, A. & Voli, V. (1989). Gender stereotypes in Italian television advertisements. *Journal of Broadcasting & Electronic Media, 33*(2), 175-185.

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Harkey, William H., Reid, Leonard N., & King, Karen Whitehill. (1988). Army advertising's perceived influence: Some preliminary findings. *Journalism Quarterly, 65*(3), 719-725.

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J

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